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To those who look upon public relations practice as primarily concerned with advocacy, the book will be disappointing. To be sure the authors present an analysis of the important influences making public opinion what it is. They present a valuable summary of some of the outstanding principles of applied psychology as related to the task of molding public opinion. What they fail to do is to throw any light on the question of what to advocate.

Public relations in the business world is faced with the same fundamental problem that statesmen face in the sphere of international relations, that is to say, whether peace at any price, social adjustment on any basis, is a safe principle to follow. A profession of public relations cannot be built on a foundation of either social adjustment or advocacy alone. The public relations counsel as well as the lawyer must have a philosophy of social justice, a framework within which methods of social adjustment and advocacy operate. The curious thing about public opinion is that very often the public does not really want what it says it wants. The disappointing thing about the status of public relations at present is the fact that many in the profession are more concerned with mastering techniques of advocacy than they are with what they advocate; that they preach the

doctrine of social adjustment without having any clearly defined principles on which to base that adjustment. Giving the public what the Gallup polls say it wants may kill the patient and with it the client.

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FOURTH COURSE FOR STUDENTS OF JOURNALISM, organized by International Student Service, July 12-21, 1938. Geneva, Switzerland: International Student Service, n.d. 64 pp., mimeographed.

As a contribution to intellectual cooperation and "moral disarmament," the International Student Service has sponsored at Geneva each summer since 1934 a course for students of journalism on national and international problems of the press.

Aside from some useful technical information on the press in various countries and radio journalism, and the utterance of the usual platitudes about international cooperation and peace which typified many gatherings at Geneva and which sound more and more ironical in this world of violence, the record is particularly interesting for its pro-and-con discussion of the totalitarian concept of press freedom.

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